



PHI DELTA THETA

Become the greatest version of yourself

Alumni Club Guide

2015-2016

Club Structure & Organization:

How do we get started?

It takes just a handful of alumni to start or rejuvenate an alumni club. Contact Kelly Derickson (kderickson@phideltatheta.org) at the General Headquarters, because there are resources available for you to utilize. The area province president is also a good resource, as he can help identify numerous devoted Phis within your province. After these two contacts have been made, you will wish to focus on the local level, and:

1. Form a committee that will oversee the implementation of the initial stages of club formation, including recruitment, developing a mission statement, etc.
2. Elect or appoint officers of the alumni club interest group; president, vice president, treasurer, and secretary.
3. Contact area Phis through an email campaign, and set a date/location for an initial meeting of interested alumni brothers (usually a 1 - 2 hour dinner meeting is appropriate).
4. Submit a petition for charter to the General Fraternity via the GHQ form, signed by at least ten alumni brothers residing in your locality.
5. Discover what the interests of the alumni in your area are, and focus on a membership campaign to build your roster.
6. Plan a follow-up meeting that will elect the yearly club officers, adopt a mission statement, develop a calendar of events, designate regular meetings, set goals and objectives for the club, and guarantee the continuation of what has begun.

Structure and leadership are the keys to success.

While each alumni club takes on a personality of its own, due to its membership base and desired goals, every successful club has several things in common.

- ***Elect livewire and dedicated officers.*** An alumni club's success is directly related to the leadership of the organization. It is important to elect officers who have the time and dedication to devote to the club. It is recommended that each club elect a president, vice president, treasurer, secretary, and several members-at-large who together work as a Board of Directors or Executive Committee. You may wish to

elect officers separately or as a slate. Sample job descriptions are provided.

- ***Provide your club with money in the bank.*** A club should not be expected to function without a decent cash flow or on a “pass the hat” basis. Successful clubs rely on, and receive, money from dues from its members. Charging members dues of \$25.00 to \$50.00 is a good start, and additional revenue can be raised through different types of fund raising events.
- ***Setup a Facebook page for your club.*** Facebook is a wonderful platform to drive membership in your club. It allows the club to communicate its efforts and events effectively.
- ***Publish an alumni club email/e-newsletter on a regular basis.*** Sending out a quarterly email or e-newsletter to all members of the club will help your club communicate its events. Send the first email/e-newsletter of the year to all Phi Deltas in your locality; this issue could have a call for new members, a calendar of events, and a dues request. Utilize postcard mailings for events and special announcements. Keep the information in the newsletter interesting. Good newsletters briefly note general fraternity news, a calendar of upcoming club events, local alumni notes, the happenings of area undergraduate chapters, highlights of past club functions, etc.
- ***Keep an updated membership file.*** Between the General Headquarters and your local membership directory, you should be able to keep your files updated. The General Headquarters has membership information on Phis in your area, and can provide listings, either digitally or print. Alumni Clubs can assist the effort by informing the GHQ of address changes on behalf of members.
- ***Utilize the committee structure.*** Don't let the major officers do all the work. Utilize members-at-large to steer committees on Founders Day, recruitment, community service, undergraduate leadership, etc. From here new leaders can be groomed.
- ***Publicity helps.*** Besides your own Facebook page and alumni e-newsletter, publicize your past and future events in the local papers, area undergraduate alumni newsletters, the PDT website for Founders Days, and *The Scroll*, Phi Delta Theta's international magazine. Get the word out that an active alumni club of Phi Delta Theta is making a difference in your area.
- ***Work closely with the local chapter adviser and the area province president.*** Consider contacting other alumni clubs for suggestions and ideas.

Strong Club Officers Make A Difference

Rely on a strong board of directors of your club, rather than just an individual, to ensure success. Elect a leadership of Phis who can get the job done.

President: This man should be a person highly regarded in the club and within the community. The president is responsible for the overall functioning of the alumni club, but relies heavily on his board. He shall preside over all meetings of the club and provide an agenda for any business meeting held. As president, he is the member who shall introduce guests and dignitaries at any event sponsored by the club. If applicable, he should be the master of ceremonies at club banquets and celebrations. As the official contact for the club, he should file all appropriate documents with the General Headquarters, including news and event submissions for the Fraternity's website and *The Scroll*, officers list, a Raymond L. Gardner Alumnus of the Year nomination, a Distinguish Alumnus of Phi Delta Theta nomination, and such other necessary items of alumni club relevance. Above all, it is his duty to ensure that members remain active in the club, and that the club remains active within the locality.

Vice President: This officer will assume the responsibility of the presidency, should the president be unavailable. The club should consider having the vice president be the successor of the president; which would allow for consistency within the club and maintain direction of all set goals. The Vice President should also assist in the execution of the duties of the president, as needed.

Secretary/Reporter: This Phi should maintain a file of addresses and phone numbers for all area Phi Deltas. Upon learning of membership updates, he should immediately forward changes to the General Headquarters after updating his personal files. The secretary is responsible for managing the club's Facebook page, sending all communication, invitations, announcements, and additional club correspondence. He should work with the president on the submission of news to the General Fraternity, especially regular updates to *The Scroll*.

Treasurer: This Phi must coordinate the collection of alumni club dues from members and oversee any club disbursement. The treasurer is responsible for developing a budget for the alumni club and reporting to the club on a regular basis the financial status of the organization.

Members-At-Large: These elected officers can serve to oversee committees associated with alumni club recruitment, community service/philanthropy, undergraduate chapter leadership/interaction, event planning, interfraternal activities, educational/professional development, etc.

Clubs may wish to elect additional officers as deemed necessary.

Programming Ideas & Helpful Reminders

- Offer speakers of an educational or business nature to attract Phi and guests. Look toward your membership, area contacts, and local university for suggestions.
- Ask local chapter presidents to offer a report on the activities of their chapters and members.
- Adopt a local community service undertaking and work with the organization throughout the year; this can act as a great recruitment tool, public relations benefit, positive interaction with an area undergraduate chapter, etc. We recommend that you start with your local chapter of The ALS Association.
- Do not exclude family members and friends from events, and even consider having a yearly function exclusively for them.
- Plan your calendar of events well in advance, and report them to the General Headquarters and your membership regularly. Encourage consistency in meeting date/time/location.
- Be financially sound. Have money in the bank from dues, assessments for special functions, and fundraising efforts.
- Welcome new members to the area and be sure to notice any new faces at your events.
- Partner with another local social or community organization.
- Be creative with your functions: host dinners at unique restaurants, private clubs, schools, or homes; sponsor a picnic or beach gathering for Phi Delt families; have a Sunday brunch; organize a local softball team; sponsor interfraternal events; host a golf tournament; join a bowling league; have monthly card games; note official Phi Delt hangouts for spontaneous get-togethers; and more.
- Get involved with the local undergraduate chapter. Work as a group to advise, assist the undergraduate recruitment effort, offer summer jobs or internships, assist with career planning, send speakers/representatives to chapter meetings, attend their recruitment and alumni events, take part in their community service projects, award academic excellence, etc.
- Founders Day: The perfect opportunity to recognize 25 & 50, and Palladian (55, 60, 65, 70, 75) members, as well as other alumni of note. Guest speakers attract a wider audience. See **pages 12/13 for the Founders Day Checklist.**
- Use *The Scroll*, social media, the Submit News form available at www.phideltatheta.org, and area newspapers to promote your club and its events before and after they occur.

General Headquarters Assistance

The General Headquarters is ready to assist with your efforts. What follows are just a few of the ways the staff at GHQ can help you build your alumni club:

- Providing membership information for Phis in your area. Directory listings are complimentary and mailing labels are available for \$1/page of labels plus shipping. Name, chapter, *Bond* number, initiation date, year of graduation, address, and phone number can all be provided. Information provided is confidential and supplied upon requests for club use only.
- Assisting with the implementation of a well-run and well-attended Founders Day Celebration. Planning early for Founders Day is very important.
- Providing a speaker for Founders Days, Anniversaries or other major alumni events. Speakers are often members of the General Council, General Officers of the Fraternity, past members of the General Council, or GHQ staff. This General Fraternity representative should be the keynote speaker. With alumni events expecting over 100 alumni in attendance, the General Fraternity is willing to pay for transportation costs associated with the speaker's travel to an event that warrants such an appearance. The host club is responsible for local expenses, such as the event meal and lodging.
- Providing Silver Legion, Golden Legion, and Palladian information for specific chapters and localities for the reason of honoring these Phis on reaching these respective milestones. The Phi Delta Theta Foundation provides all Golden Legion certificates complimentary to all clubs. Recognition lapel pins are available at <http://www.PhiDeltStore.com>. Ceremonies for these celebrations, as well as the Alumni Induction Ceremony and Founding Ceremony, are also available online under Members/Resources tab.
- Making available support materials to clubs at a nominal charge. Branded name tags, flags, lapel pins, magnets or decals, etc. are all available at <http://www.PhiDeltStore.com>
- Providing information pertaining to all official Fraternity suppliers and vendors for items such as jewelry, sportswear, watches, travel opportunities, and specialty items. You can find vendor information via our website under Members/Marketplace.
- Supplying ideas and examples for e-newsletters, invitations, alumni events, and other alumni club endeavors.
- Recognizing the achievements of alumni club members and alumni clubs through acknowledgement in *The Scroll*, the Raymond L. Gardner Alumnus of the Year

Award, the Hoysgaard Alumni Club of the Year Award, the Phi Delta Theta Distinguished Alumnus Awards, and Legion of Honor/Merit Medals.

- Contact information:
 - Phone 513.523.6345
 - Fax 513.523.9200
 - Website www.phideltatheta.org
 - Key Contact – Kelly Derickson – kderickson@phideltatheta.org

Join The True Blue Society For As Little As \$5/Month

BENEFITS INCLUDE:

- A lifetime subscription to the printed edition of *The Scroll*
- True Blue Society necktie
- True Blue Society lapel pin
- True Blue Society membership card and certificate
- Discounts to Brooks Brothers, Jos A. Banks and other retail, travel and entertainment companies

WWW.TRUEBLUESOCIETY.ORG





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Greetings:

Each alumni club of Phi Delta Theta that is in good standing is entitled to a vote during the Convention, per the Code of Phi Delta Theta. An alumni club is described to be in good standing when:

Section 71. Alumni Club Dues to General Fraternity. During the fiscal year beginning July 1, each alumni club shall pay to the General Fraternity annual dues of twenty-five dollars (\$25.00)

Section 73. Meetings. Every alumni club shall meet as often as it may decide but at least three meetings shall be held annually, one each in the fall, winter, and spring quarters. Founders Day shall be observed on or about the fifteenth day of March by each club, either individually or with other clubs.

Section 75. Delegate to Convention. Every officially recognized alumni club which has conducted regularly stated meetings during the college year next preceding a General Convention, and which has paid its annual dues for the preceding biennium, may elect a delegate to the General Convention, who on payment of the regular convention fees, shall be entitled to one vote.

Section 76. Qualifications of Delegate. No alumnus member shall represent any alumni club in a General Convention unless he is a member of the club and a resident of the locality wherein it is established, and no active chapter member shall represent any alumni club.

Please complete the checklist on the following page with information regarding your delegate and club status. You may complete the attached forms and email the information to Kelly Derickson at: kderickson@phideltatheta.org.

Thank you for your continued support of Phi Delta Theta!

Yours in the Bond,

A handwritten signature in black ink that reads "Steve Good".

Steve Good
Senior Director of Engagement



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Convention Delegate Certification Form

- The _____ Alumni Club has paid its dues for the preceding biennium or the club will pay \$ _____ by June 1, 2016 to bring our account current.
- The _____ Alumni Club, certify that we have held at least three meetings in the July 1, 2013 – June 30, 2016 fiscal year, one of which was a Founders Day celebration. Please list date and location below, as well as designate which meeting was the Founders Day celebration.

Meeting #1: _____

Meeting #2: _____

Meeting #3: _____

- _____ will represent the _____ Alumni Club as the voting delegate at the 2016 Convention in Savannah, Georgia. Said delegate is a member of our alumni club and a resident of the locality wherein it is established.

 Alumni Club Officer's Signature

 Delegate's Signature

 Name Printed

 Name Printed

Due by May 1 in a convention year. Please return to:

By mail: **Attn: Credentials Committee**
Phi Delta Theta Fraternity
2 South Campus Ave.
Oxford, OH 45056

By fax: **Attn: Credentials Committee**
513.523.6345

By email: **kderickson@phideltatheta.org**

Alumni Club Roster of Officers

Alumni Club: _____ **Date:** _____

President: _____

Address _____

City _____ State _____ Zip _____

Phone (h) _____ (w) _____ E-mail _____

Vice President: _____

Address _____

City _____ State _____ Zip _____

Phone (h) _____ (w) _____ E-mail _____

Secretary: _____

Address _____

City _____ State _____ Zip _____

Phone (h) _____ (w) _____ E-mail _____

Treasurer: _____

Address _____

City _____ State _____ Zip _____

Phone (h) _____ (w) _____ E-mail _____

If your club has additional officers, please list titles, names, addresses, phone numbers and e-mail addresses on the reverse side or submit via email.

Each club is entitled to have the name of one officer listed on our website for local Phi to contact concerning the activities of your club. Ordinarily this is the President. **If someone other than the President is the main contact, please mark name with asterisk (*)**

Please submit report following regular or special elections to:

Kelly S. Derickson

Phi Delta Theta International Headquarters

2 South Campus Avenue, Oxford, Ohio 45056

513.523.9200 (fax) or kderickson@phideltatheta.org (e-mail)



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Founders Day Checklist

Whether an alumni club or a chapter, Founders Day is the highlight of the Fraternity calendar of events, and this checklist should assist you in your planning and participation.

For Clubs and Chapters:

- Set a Date for Founders Day (note: date does not have to be March 15)
- Appoint a Founders Day Committee
- Secure a location for event and catering service, if necessary
- Secure a speaker for the event (Fraternity, Academic, Civic leaders, etc.)
- Set aside funds for potential cost of speaker lodging and meals, as well as for the printing/mailing of invitations, the program and other miscellaneous costs.
- If speaker engagement requires overnight stay, secure lodging at a nearby hotel
- Request vita for guest speaker for introductory and promotional purposes
- Contact GHQ for member information for chapter/locality
- Inform other area chapters/clubs with advance invitation; consider requesting participation
- Request Legionnaire and Palladian information for chapter/locality from GHQ
- Personally contact each Legionnaire by phone to extend invitation; follow-up again before the event
- Send out “save the date” announcements 2 months in advance
- Post on chapter/club/university website, submit event information for posting on www.phideltatheta.org calendar of events and include event information in newsletters
- Send out invitations with RSVP request six weeks in advance; provide mailing address, e-mail address and phone # for event contact; include location of event and brief schedule
- For “Save the Date” and Invitations, utilize available e-mail addresses for initial contact and for reminders as the event date approaches
- Utilize the PhiDeltStore to order Legionnaire or Palladian pins
- Download Ceremonies from the Phi Delta Theta website

- If event is in a chapter house, the chapter should submit an Event Planning Form to GHQ
- Connect with guest speaker at least one month out about travel plans, if any
- Provide speaker with agenda and details on any expectations/requests (speaker topic suggestions, ceremony emcee, alumni or undergraduate awards presentation, etc.)
- Submit write-up and photographs from event to local paper, student paper, the Fraternity's website and *The Scroll* using the [Submit News](#) feature
- Send out thank-you notes to all those who made the event possible

For Guest Speakers:

- Review Founders Day Speaker facts and other material provided by GHQ
- Review/request event schedule of events, including understanding all those who will be in attendance (alumni, undergraduates, parents, university officials, etc.)
- Secure travel arrangements, if applicable, and provide details to host club/chapter
- If traveling by air, review airport pick-up/drop-off requirements with host club/chapter
- For General Officers, travel costs within reason will be reimbursed by General Fraternity. For air travel, please utilize Phi Delta Theta's official travel agent
- If engagement requires overnight stay, review lodging information provided by host chapter/club - Reminder: the host is responsible for these costs
- Review with host chapter/club speaker expectations, including suggested topics and other potential duties during event (Founders or Golden Legion ceremony, awards presentation, etc.)
- Submit report and voucher, if applicable, from event
- Inform Foundation of contact with current/potential donors

Reminders:

The Phi Delta Theta True Blue Society sponsors the Golden Legion program and eligible honorees qualifying this year (initiated between 7/1/1965 and 6/30/1966) will soon receive their certificates from GHQ and have been encouraged to attend an event at their chapter or geographically near them.

Phi Delta Theta Headquarters contact person for Founders Days:
Kelly Derickson, 513-280-6806 or kderickson@phideltatheta.org



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How To Submit Club News & Events

To submit club news for *The Scroll*, website and social media:

Please submit alumni club news via the Phi Delta Theta website, "Submit News" section:
<https://www.phideltatheta.org/members/submit-good-news/>

- Attached images should be high resolution.
- Please identify alumni in the photos by including college and class year.
- Do not send photos that include promotion or consumption of alcoholic beverages.
- Due to space constraints, the submission may be shortened and/or edited.

To submit club events to be published on the Fraternity's website

Please submit alumni club events on the following web-page -
<https://www.phideltatheta.org/events/> (right-hand side of page)

- Please complete all of the fields on the form.
- Event submissions will be posted within the events on this page.

Any other questions, feel free to Email Kelly Derickson at kderickson@phideltatheta.org
or 513-280-6706